

PROPERTY MAIL



12 | MAIL TODAY Special Initiative

Mail Today, New Delhi, Monday, September 3, 2018

SAFETY ENSURED

While looking for a home, one of the foremost things to get right is providing good security. Apart from other features which are provided by developers, it's of utmost importance and priority for the homebuyers today



PROPWRITER
Kausar Firdausi

Besides of being exciting, the purchase of first home is also full of anxiety. While buying a home, buyers have vision about the home (how it looks like)! But what about security system? Security must be a top priority for homebuyers. Since the majority of the working couples prefer to stay in gated society, they look for enhanced security systems that can ensure a complete safety for children and elderly staying alone for the most part of the day. This not only helps to protect their new investment and all that is inside it, but it also provides them with peace of mind.

From blockchain to internet of things (IoT), digital technologies are fast changing the face of real estate industry. Predictions are that by 2020 there will be over 20 billion connected devices worldwide – according to report by Norton. As real estate starts to incorporate blockchain, IoT and artificial intelligence (AI), the buying, selling and actually living in homes promises to be more efficient, safer and better controlled. Among other technologies, the IoT is expanding at a rapid rate in India and is expected to grow over the coming years at a pace which makes previous technology adoptions look insignificant.

The IoT promises to connect everything from CCTV cameras, medical devices, smart home products to smart-enabled vehicles and many more devices. Hence, connecting these devices is promising to revolutionise our lives today by bringing greater efficiencies, improved customer service, more effective products and services in an abundance

of markets and sectors. For example, what we see in coming future specific to security solutions is 'integrity validation' mechanism and alarm system which catches intrusion instantly and alerts the owners through mobile phones/wearable watches/natural language user interface in cars.

Security in a housing project is a great concern among homebuyers today. Therefore, quality security system with strict protocols and hi-tech security devices like door/window sensors, two-way wireless communication, a smart video camera with 24-hour surveillance monitoring system, smart electronic door lock, remote lock/unlock system etc. are the utmost priority. In fact, enhanced security features are now the USP of developers.

Earlier, the security systems in any township project were limited to CCTV cameras and the security guards. But now, developers are giving a more secured experience to the buyers like pre-fitted, installed and operational mobile technology-based security arrangements. "Security as a major concern for buyers was lacking in many old societies where CCTV cameras, intercom, security reception in each tower was missing. Developers are now making security a key theme in their projects and highlight security initiatives to attract customers," informs Ankur Dhawan, chief investment officer, PropTiger.com.

According to real estate experts, most of our larger cities continue to witness increasing crime rates, and security both at a unit level and project level has become a primary focus area for homebuyers today. "With the advancement of 'smart' home features, electronic surveillance has taken a quantum jump and also become more affordable to the mid-income class," says Santhosh Kumar, vice chairman, AnarockPropertyConsultants, adding, "Townships and gated communities are increasingly



The IoT is expanding at a rapid rate in India and is expected to grow over the coming years at a pace which makes previous technology adoptions look insignificant.

preferred because of their superior security features."

Being a hi-tech city, Wave City uses advanced and cutting edge technologies, to give a secured living to its residents, who have moved into this city, spread across a 4500 acre of land. "With round-the-clock surveillance, patrolling by armed personnel & CCTVs at every 800 mtrs., every nook and corner of this city is safe and guarded," asserts Rajiv Gupta, CEO, Wave Group.

M3M Group is also committed to providing a safe and secure zone for all its residents and visitors. "For a complete peace of mind, we have installed a 5-tier security which includes CCTV surveillance, perimeter security with manned entry/exit, automatic boom barriers, intelligent access control systems in basements and lift lobbies, panic alarm button in the master bedroom and video door phone at the apartment entrance. In addition, we also have a 24x7 quick response team that is available for any assistance,"

divulges Pankaj Bansal, director, M3M Group

Eros Group is also among few builders who are offering pre-fitted, installed and operational mobile technology-based security arrangements. This feature also acts as a key clincher while delivering the sales pitch to the potential homebuyer," proclaims Avneesh Sood, director, Eros Group

Vatika Group is giving a secured experience to its inhabitants at all its townships through Enviro, the facilities management wing by Vatika. Vatika India Next, in Gurugram, welcomes you to a modish structure with multiple CCTV cameras and active guards, almost like a high-security zone. "We also pro-actively collect feedbacks from the residents to further improvise our processes. This builds better confidence and improved coordination between the residents and the security staff," avers Gaurav Bhalla, managing director, Vatika Group.